

Dear Local Business Owner:

Each year we see more and more people visiting our area to enjoy the river and bike trail. We want to welcome them and let them know about all the great businesses in the area. Together we can build up the local tourist industry that will connect Pittsburgh to the greater Laurel Highlands.

Last year, AdventureTRAC put out the first annual **Youghiogheny River and Trail Visitor's Guide**. It was a great success and we hope to build on that even more this year. The guide focuses on businesses between Whitsett and Little Boston. The guide includes lots of local advertising as well as maps and mileage and general information about the river and bike trail. This year we plan to add even more content and advertisers. We hope you'll advertise in the YRT Visitor's Guide and help us make 2024 the best season yet!

Sincerely,

Shane Dushack  
Owner  
AdventureTRAC  
4412.554.3829  
shanedushack@yahoo.com



**What:** 16-page full color 11" x 11" tabloid highlighting local businesses. We will print 4,000. Each advertiser will receive 100 copies to have available at their location. The visitor's guide will also be available at local convenience and grocery stores including several Giant Eagle, Dollar General, Shop & Save and other participating stores. They will be re-stocked throughout the summer as needed.

**When:** The visitor's guide will be printed and on the shelves at the end of May and will be available throughout the 2024 season.

# Youghiogheny River & Trail Visitor's Guide

## ADVERTISEMENT FORM

NAME OF BUSINESS: \_\_\_\_\_

NAME OF CONTACT: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

### **ADVERTISING SIZES & COSTS**

*All ads include full color!*

<b>1/8 Page Horizontal</b> 5.25" x 2.75" .....	<b>\$75</b>
<b>1/4 Page Horizontal</b> 5.25" x 5.45" .....	<b>\$125</b>
<b>1/2 Page Horizontal</b> 10.625" x 5.45" .....	<b>\$200</b>
<b>1/2 Page Vertical</b> 5.25" x 11" .....	<b>\$200</b>
<b>Full Page Ad</b> 10.625" x 11" .....	<b>\$300</b>

SELECTED SIZE & COST: \_\_\_\_\_

PAID: \_\_\_\_\_ CASH: \_\_\_\_\_ CHECK: \_\_\_\_\_ CARD: \_\_\_\_\_

*I am interested in being spotlighted or having an extra picture in the visitor's guide*

**Make Check Payable to: Shane Dushack**

**Mail to:**

Shane Dushack

301 Locust St.

Sutersville, PA 15083